Permit #F00029077

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029077 **Type of Permit:** FILMING **Release Date:** 06/23/2010

Production Company PAYDIRT

Insured Company Name PAYDIRT
Contact Phone No. 1 310-566-3838
Contact Phone No. 2
Fax 310-566-3839
Address 115 N REXFORD DR
BEVERLY HILLS, California 90210

Production Title VIAGRA

Type of Production Commercial - Standard

Producer Laurie Divine

Director Iain Mackenzie

1st AD N/A N/A

Production Manager Mariska Leyssius

FilmL.A. Coordinator Naomi Kajiyama

Location Manager David Blum
Primary Phone Mobile - 213-705-5696
Secondary Phone Office - 310-566-3838

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA COUNTY MOTION FEE - PARKS	$400.00
LA COUNTY FIRE REVIEW	$104.00

Total Permit Fee $1,529.00

Number of Locations 2

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Summary Information — Location

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Insured Company PAYDIRT
Production Title VIAGRA

Location Manager David Blum
Primary Phone Mobile - 213-705-5696
Secondary Phone Office - 310-566-3838

Location Address 33850 Pacific Coast Hwy, Malibu, CA, 90265

Location Names NICHOLAS CANYON BEACH

Location Type Beach

Location Description LA COUNTY BEACH.

Film Dates 6/24/2010 - 6/24/2010 13:00 - 21:00

Open or Closed to the Public Open

Generic Conditions
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
PayDirt.Viagra.29077.AL.pdf
BEACHES and HARBORS NICHOLAS CANYON BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cast/Crew vehicles	2
Cube Trucks	1
Generator	1
Motor Homes	1
Vans	2

Personnel on Location

Type	Quantity
Cast	2
Crew	15
Lifeguard Required	1

Filming Activities Camera & Equipment on Sand; Exterior Dialogue; Handheld equipment; Camera and equipment would be small and handheld and portable; Putt putt generator (for computer and video equipment) in PCI lot; Water activity 1500-2100 hrs (Talent with a surfboard would be entering and exiting the water as well as paddling on surfboard in water); Lifeguard required 1500-2100 hrs;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes
Dual permit required with City of Malibu
Reservations for use of beach must be done through FilmL.A.
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

Coordinator Note 1294-99 / No FSA required

Coordinator Note No water activities without presence of lifeguard

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Summary Information — Location

Permit Number	F00029077	**Location Manager**	David Blum
Production Company	PAYDIRT	Primary Phone	Mobile - 213-705-5696
Insured Company	PAYDIRT	Secondary Phone	Office - 310-566-3838
Production Title	VIAGRA		

Parking

Base Camp
Location Type : LA County Parking lot
Street : PCI Lot

Crew Parking
Location Type : LA County Parking lot
Street : PCI Lot

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Summary Information — Location

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Production Company PAYDIRT
Insured Company PAYDIRT
Production Title VIAGRA

Location Manager David Blum
Primary Phone Mobile - 213-705-5696
Secondary Phone Office - 310-566-3838

Location Address 32132 Ridge Route Road, Castaic, CA 91384

Location Names CASTAIC LAKE PARK

Location Type Park

Location Description

Film Dates 6/24/2010 - 6/24/2010 04:30 - 12:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	40
Condors	1
Cranes	1
Cube Trucks	15
Generator	1

Personnel on Location

Type	Quantity
Cast	2
Crew	58
LA County FSA assigned	1
Lifeguard Required	1

Filming Activities Exterior Dialogue; Camera/Equipment in picture boat; Talent in boat; Boat to boat shots; Sailing shots; Launching boats adjacent to West launch ramp; Camera/Equipment on shore; All on park property;

Jurisdiction **Political:** Los Angeles County - Supervisor District 5 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Location Notes

Coordinator Note Company is requesting the presence of a lifeguard 0500-1100 hrs

Coordinator Note 1294-149 / FSA required

Coordinator Note Company is responsible for all outstanding fees due to Castaic Lake Park; Company must pay fees by 6/24

Parking

Base Camp
Location Type : Location
Street :

Crew Parking
Location Type : Location
Street :

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

NICHOLAS CANYON BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- **Only Still photography or small film shoots with hand held equipment will be allowed. Groups no larger than 10 (including cast and crew) will be allowed.**
- Filming requests will be approved on a case-by-case basis
- No filming will be allowed beyond the yellow gate
- A City of Malibu permit is required in addition to the FilmL.A. still photo permit. A monitor from the Malibu Film Office or FilmLA will be required for all film or photo shoots.
- Must keep road leading down the parking lot and out through the exit onto PCH cleared at all times
- Cannot block handicapped parking spaces next to lifeguard tower
- **All equipment must be walked down to the beach**
- **No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines**
- **Sign removal in LA County parking lots is prohibited.**
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and Representative

I certify that I am a representative of Pay Pirt ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and its employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through the Entertainment Industry Development Corporation of Southern California ("EIDC") for any city, county or through any other jurisdiction; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including EIDC and any city, county or other jurisdiction where EIDC operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing delivered to EIDC, but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 6/17/10

Pay Pirt
Name of Principal

By: _____
Representative's Signature

David Blum
Print Representative's Name

Location Mgr.
Representative's Title

115 N Rexford Dr
Beverly Hills 90210
Principal's Address

213 705 5096
Principal's Telephone

Principal = Name of Company

Denise Wheeler
Film Permits Unlimited Inc.
Phone (818) 347-9929
Fax (818) 347-9784
Pager (818) 420-7052

Please sign and fax back

NOT A PERMIT